C1850-3
10/19/88

SELLING WELLNESS: HOW TO MAKE YOUR MENU HEALTHFUL...46

Larousse: new edition of cookbook classic...86

R&I Report: Child labor; employee assistance.....28

Chains: Luby's; Unigate; Chick-fil-A; Taco Bell.....104

Cover: The ins and outs of in-house baking.....188

OCTOBER 14, 1988

A Cahners publication serving the total foodservice industry

®RESTAURANTS & INSTITUTIONS

P0616966 (8910)041/ 00
SRT ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 EAST WEST HWY
BETHESDA MD 20814

OCT. 14, 1988

CONTENTS

Vol. 98 No. 25

BRIEFINGS
A summary for busy readers 5

COMMENTS
If we don't, supermarkets will 11
Operations in this issue 11

VIEWPOINT
The fearless forecast 14

R&I FORUM
Readers' opinions 20

R&I SCENE
People, Places & Promos 22
Personal Glimpse: Ruth Reichl 23

R&I REPORT
Human Resources: Are EAPs worth a company's investment? 28
Labor: Industry says time has come to update child-labor laws 32
Foreign News: Euro Disney 1992: a first for France 38
Economic Experts: Health-care industry on verge of construction boom 42

R&I EXCLUSIVE
Nutrition Report: Healthful can be flavorful 46

MENUS
Menu Concepts: California Cafe serves patrons rocks 68
Consumers' Choice: Baking powder biscuits are rising in sales 69
Menu Promotions: Marriott presents new high-profile menus 78
Menu Design: Colorful menu sheet designed for Rocco's rapidly changing menu 72

TASTE
Cookbooks: So you want to write a cookbook? 86

CHAIN DIGEST
Corporate Profile: Luby's rides out oil-patch storm 104
Executive Profile: Unigate's chief executive makes growth top priority 106
Labor Relations: Chick-fil-A executives learn from new training video 112

INDEPENDENTS
Casual Concepts: Brewpub operators are reinstating the draught 121
Fine Dining: Gregory's restaurants look to the future 127
Casual Dining: The beginning of a restaurant/bakery 134

LIQUID ASSETS*
Brand Bar Buying Guide 138

INSTITUTIONS
Colleges & Universities: Bigger, better and first at Texas A&M 161
School Foodservice: Working with distributors 166
Schools: Should ASFSA move from Denver to the Capitol? 169

DESIGN
Design Gallery: The Puffin fills the bill for seafood lovers 170

EQUIPMENT
Cooking for Health: Retaining foods' natural nutrients 177

FOOD
On-Premises Baking: Build a better breadbasket 188
Food Facts: Mushrooms add exotic flair to simple dishes 214

MARKETPLACE
Menu Merchandising: Operators make way for duckling 216
New Products 223
Buyers Mart: Products 227

ET CETERA
Industry News 269

CLASSIFIED ADS
Buying, selling, changing jobs 258

ACTION EXPRESS
For more information about products 272

ADVERTISERS INDEX
Where to find ads in this issue 272

READER SERVICE CARD
For more information 274

*A special section for commercial operators only.

R&I FORUM

TRUTH IN NUMBERS

Bravo on your July 22 editorial ("Foodservice Deserves Truth in Numbers," p. 14)! As always, *R&I* leads the way. While it is all too easy to avoid the incongruities inherent in dealing with the Census retail trade data, I cannot help but feel they must be dealt with head-on. You did just that, to the continuing credit of your fine publication. I admire your obvious respect for your readership.

Indeed, foodservice deserves better. Thank you for your steps in making it so.

Frank Panyko, vice president, The Food Institute, Fairlawn, N.J.

■ **LETTERS**

Waste Crisis Caveat

An additional public relations benefit for foodservice establishments that recycle packaging materials (see "Waste Crisis," August 19, p. 38) is the job opportunities such an undertaking generates. While single-unit establishments may require only more efficient use of current staff, larger operations need to add employee hours in both management and labor sectors of employee pools. The public's (i.e., customer's) favorable attitude toward a community's employer can be considered free advertising.

We are successfully piloting a waste recovery program at the Hyatt Regency Hotel in Minneapolis. Our current defrayment of waste removal expense will convert to income as the Hyatt-Minneapolis increases the amounts and types of materials recycled.

In the article, J. Rodney Edwards suggested recovering corrugated boxes by having food delivery trucks return to home base. I caution against the use of food transport vehicles for used packaging materials. The probability of chemical and microbial contamination and, particularly, pest infestation is considerable. Just as a foodservice establishment's policy should be that food handlers do not touch contaminated materials (bus dishes, clean floors, empty garbage), so should it also be the policy within the industry that food delivery trucks not be used for non-food transport, specifically, garbage. Since waste recovery facilities are usually isolated from food distribution centers, a separate fleet of trucks for waste transport is necessary.

Colleen Kastanek-Cholensky, Garde Manger Dept., Hyatt Regency Hotel, Minneapolis

Back To Square One

The letter in the June 24 issue from restaurant owner May Ditano states that she ate in "Square One (Restaurant) and other places like that." As a restaurant owner, she should realize that kind of gratuitous lumping together of all "big restaurant owners" is a careless, ill-informed remark.

Joyce owns one medium-sized restaurant, is on the premises an average of 90 hours per week and takes great care to ensure that not only the quality, but also the generous portions of her food are scrupulously maintained.

Obviously, from Ms. Ditano's tone, she came to eat at Square One with the preconceived idea that it would have the same problems that she had encountered at "other places like that" and that she was in a food factory instead of the personal, family restaurant that Joyce runs. I can't believe that Ms. Ditano could finish an entree here and perhaps dessert or one of our first courses and have any room for a sandwich when she got home—unless she ran behind the car on her way back.

All of us who work with Joyce are at a dead run to keep up with her and the standards we all believe in. It's discouraging when another restaurant owner joins the ranks of those who judge with closed minds and operates from an "us (small) vs. them (big)" mentality. I hope that Ms. Ditano comes back to Square One to enjoy herself and eat our wonderful food (which is never "garnished with bunches of herbs or a peel of fruit").

Thank you for the time (and we hope, the space) to respond to Ms. Ditano's letter. We appreciate the thoughtful feedback from Mr. Kouzaris, who also runs a local restaurant.

Vivian Rodriguez, general manager, Square One Restaurant, San Francisco

TAKE NOTE

In the *R&I* 400: Overview (July 8), the Power Pyramid chart on p. 25 should read *billions*, not *millions*. In the "400" ranks, a minus sign was omitted before the percent change in units for Marriott Corp.; the correct figure should be -4.5%. On p. 50, 1987 sales for Carlson Companies were underreported as $724.1 million. The corrected sales total is $766.1 million.

Chains 50 on p. 143 gave erroneous unit numbers for three companies. The actual 1987 totals are: Pizza Hut, 6,173 units; Round Table Pizza, 535 units; and Godfather's Pizza; 583 units.

In *R&I* 400: Menu Concepts (July 22), the Burger King unit total given on p. 32 is incorrect. Burger King actually reported 5,179 units in 1987.

ACTION EXPRESS

MAGAZINE DIVISION STAFF

Terrence McDermott, President; David S. Wexler, Vice President Foodservice Group; Thomas J. Dellamaria, Vice President Production and Manufacturing.

BUSINESS STAFF

Barry H. Reese, Publisher; Jane Young Wallace, Associate Publisher; Steven D. Mayer, Director of Marketing; Catherine Erickson, Associate Director of Marketing; Kate Leach, Assistant to Sales/ Marketing Director; M.R. Robinson, Vice President Foodservice Research; Karen Hallberg, Foodservice Research Director; Ed Christ, Circulation Director; Denise Stolton, Circulation Manager.

BUSINESS OFFICES

Mark A. Strauss, National Sales Director. **Midwest:** Rose Deneen, National Sales Coordinator; Spencer B. Isola, Regional Manager; John W. Maisel, Regional Manager; Marjorie S. Maca, District Manager; Susan Kallas, Sales Services Manager; Patricia McGowan, Recruitment/Classified Advertising Manager, Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5060. Phone: 312/635-8800. **East Coast:** Robert Fisk, Regional Manager; William Lazar, Regional Manager, 8 Stamford Forum, P.O. Box 10277, Stamford, CT 06904-2277. Phone: 203/328-2547. Michael Cardello, Regional Manager and National Sales Manager/Beverage Alcohol, 249 W. 17th St., New York, NY, 10011-5301. Phone: 212/463-6480. **Central Area:** Jerry Stiegler, Regional Manager, 1621 Euclid Ave., Cleveland, OH 44115-2186. Phone: 216/696-1800. **Southeast:** Thomas McElhinny, Regional Manager; Claire Gillen, District Manager; Suite 395, 6520 Powers Ferry Rd., Atlanta, GA 30339-2911. Phone: 404/955-6500. **West Coast:** Stephen Kosloff, Regional Manager, Suite 236, 12233 W. Olympic Blvd., Los Angeles, CA 90064-1068. Phone: 213/826-5818; Rebecca Roberts, Regional Manager, 18818 Teller Ave., –170, Irvine, CA 92715-1679. Phone: 714/851-9422. **Southwest:** Thomas McElhinny, Regional Manager, 12127 Carriage Hill Dr., Houston, TX 77077-2508. Phone: 713/497-1095. Michael Cardello, Regional Manager, Suite 515, 13740 Midway Road, Dallas, TX 75244-4314. Phone: 214/980-0318. **Japan:** Kaoru Hara, Dynaco International Inc., Suite 1003—Sun-Palace Shinjuku, 8-12-1 Nishishinjuku Shinjuku-ku, Tokyo 160, Japan. Phone: 03/366-8301.

FOR YOUR OWN COPY OF RESTAURANTS & INSTITUTIONS

Call 303/388-4511 or circle 500 on the Reader Service Card.

ADVERTISING INDEX

For more information on the products advertised and featured in this issue, circle the number indicated on the Reader Service Card.

Advertiser	Inquiry No.
Allen Canning (p.129-131)	40
Alto-Shaam, Inc. (p.151-156)	54,55,56
American Gas/Commercial Foodservice (p.184-185)	65
American Gas/Vulcan Hart (p.162)	58
American Wyott, Inc. (p.239)	90
Athens/Apollo Food Group, Inc. (p.256)	107
Avis (p.85)	26
Avoco (p.225)	83
Bacardi Imports, Inc. (p.140-141)	44
Basic American Foods (p.100-101)	32
Bettcher Industries (p.174-175)	63
Bi-Pro Industries (p.256)	106
Bil Mar Foods, Inc. (p.222)	82
Blue Diamond Growers (p.234-235)	88
Borden Foodservice, Inc. (p.10)	4
Bridgford Foods (p.191)	67
Bunge Edible Oil Corp. (p.21,43)	9,18
Carnation Co., Foodservice (p.76-77,210-211)	24,78
Classified Advertising (p.258-267)	
Clear Springs Trout (p.108-109)	35
Coco Lopez (p.253)	101
Colombo, Inc., Frozen Yogurt (p.143)	46
Continental Coffee Products (p.BC)	116
Country Crock/Shedd's Food Products, Inc. (p.213)	79
Culligan U.S.A. (p.176)	128
Culver Duck (p.248)	97
Custom Foods (p.88-89)	27
Dannon Co. (p.240-241)	92
Del Monte Fresh Fruit Co. (p.110-111)	36
DiLeonardo International (p.255)	103
Dixie Crystals/Savannah Food & Industries, Inc. (p.200-201)	72
The Drackett Products Co. (p.91)	28
Durkee Foodservice Group (p.219)	80
Durkee-French Foods, Inc. (p.231)	86
Electric Eel Mfg. Co., Inc. (p.257)	112
Equal Low Calorie Sweetner (p.70-71)	21
FDL Foods, Inc. (p.164-165)	59
Farmland Foods, Inc. (p.15)	6
Fishery Products, Inc. (p.172-173)	62
Fort Howard Corporation (p.34-35,36-37)	14,15
Frymaster Corp., Div. of Welbilt Corp. (p.268)	114
General Wire Spring Co. (p.256)	108
Grey Poupon, Nabisco Brand (p.124-125)	38
Heinz Co., H. J. (p.16-17,18-A-18-D,18-19)	7,8
Holly Farms Foods, Inc. (p.136-137)	43
Hunt-Wesson Foodservice Div. (p.7,8-9)	
Iceland Seafood Corp. (p.59-62)	20
Idaho Potato Commission (p.221)	81
Jac Pac Foods (p.4)	3
John Morrell (p.122)	39
Katchall Industries, Inc. (p.255)	105
Kellogg Company (p.215)	
Kronos-Central Prods., Inc. (p.126)	121
LaVictoria (p.149)	52
Lancaster Colony Commercial Products (p.255)	102
Land O Lakes, Inc. (p.IFC)	1
Lawry's Foods, Inc., Food Service Div. (p.192-193)	68
Libbey Glass Foodservice, Libbey Glass Div. (p.33)	13
Lykes Pasco, Inc. (p.167,168)	60,61
McGlaughlin Oil (p.257)	113
Maple Leaf Farms (p.251)	98
Merico, Inc. (p.3)	2
Milliken Visa (p.145)	47
Minor Corp., L.J. (p.178-181)	

continued on page 270

BPA ABC ABP

RESTAURANTS & INSTITUTIONS, a Cahners publication
1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080 Phone: 312/635-8800.

Cahners Publishing Company, A Division of Reed Publishing USA ☐ Specialized Business Magazines for Building & Construction ☐ Manufacturing ☐ Foodservice & Lodging ☐ Electronics & Computers ☐ Interior Design ☐ Printing ☐ Publishing ☐ Industrial Research & Technology ☐ Health Care ☐ Entertainment ☐ Specialized Consumer Magazines: American Baby ☐ Modern Bride.

RESTAURANTS & INSTITUTIONS (ISSN 0273-5520) is published biweekly (with an additional issue in February, March, June, August and October) in national, demographic and separate editions by The Cahners Publishing Company, A Division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; David S. Wexler, Group Vice President; Jerry D. Neth, Vice President/Publishing Operations; J.J. Walsh, Financial Vice President/Magazine Division; Thomas J. Dellamaria, Vice President/Production and Manufacturing. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206-5800. Phone: 303/388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster: Send address corrections to RESTAURANTS & INSTITUTIONS at our Denver address.

RESTAURANTS & INSTITUTIONS copyright 1988 by Reed Publishing USA; Saul Goldweitz, Chairman; Ronald G. Segel, President/CEO; Robert L. Krakoff, Executive Vice President; William M. Platt, Sr. Vice President.

Annual subscription rates for non-qualified people: USA, $95; Canada/Mexico, $105; other countries, $130 for surface mail and $215 for air mail. Except for special issues where price changes are indicated, single copies of regular issues are available for $10 (USA, Canada/Mexico and foreign). Please address all subscription mail to RESTAURANTS & INSTITUTIONS, 44 Cook St., Denver, CO 80206-5800. RESTAURANTS & INSTITUTIONS has also been published as "INSTITUTIONS, Magazine of the Service World" and INSTITUTIONS/VOLUME FEEDING MANAGEMENT.